

Airport Shuttle Outreach

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Thomas A. King, P.E.

Airport Shuttle Outreach Program

- Funded by U.S. DOE
- Niche market focus
- Goal:
 - New or major expanded use of AFVs by 20 fleets at 10 airports
- Fuel neutral
- Edwards and Kelcey, Inc. - Subcontractor to Clean Vehicle Education Foundation

Why Airport Shuttles?

- Airports - fastest growing transportation sector
- Shuttles are a niche within a niche
- Proven successes
- High fuel usage
- Significant market size
- Environmental benefits important
- Limited infrastructure needs
- Availability of good AFVs
- Opportunities for funding assistance

Problems Airports Face

- Competition
- Regulatory Changes - Stricter Control
- Technology Changes
- Public Perceptions
- Revenue Impacts
- Growth Versus Air Quality - The Future

AFVs - An Option

- Can reduce emissions
 - Regional
 - Occupational
 - Cleanliness/Odors
- Lower life cycle costs
- Improve public perception
- Improve competitiveness

Types of Applications

- Parking shuttles
- Door-to-door shared-ride shuttles
- Hotel shuttles
- Rental car company shuttles
- Regional/city connectors
- Airside shuttles

Airport Outreach Tool Kit

- Market characterization
- General outreach strategy
- Local survey protocols
- Airport case studies
- Relevant OEM vehicle information

Airport Shuttle Outreach: Phase 2

- Selected partners for airports
- Providing non-monetary support necessary to each airport outreach partner to secure at least one new AFV fleet conversion/expansion

Airport Selection

- Atlanta
- Baltimore/Washington
- San Diego
- Las Vegas McCarran
- Dulles
- Boston
- Charlotte-Douglas
- Cincinnati
- Seattle
- Palm Springs
- Pittsburgh
- Salt Lake City
- Cleveland Hopkins
- Reagan National
- Oakland
- Detroit
- San Jose
- Tucson
- Albany
- St. Louis
- Newark
- Philadelphia
- Raleigh Durham

Outreach Partner Responsibilities

- Coordinate long term, persistent, consistent marketing to airport shuttle fleets
- Build the needed relationships
- Make the sale(s)

CVEF Support for Partners

- Successful strategy
- Assistance with detailed local marketing plans
- Training in airport issues for local partner group
- Technical support
- On-call in-person contact at critical points

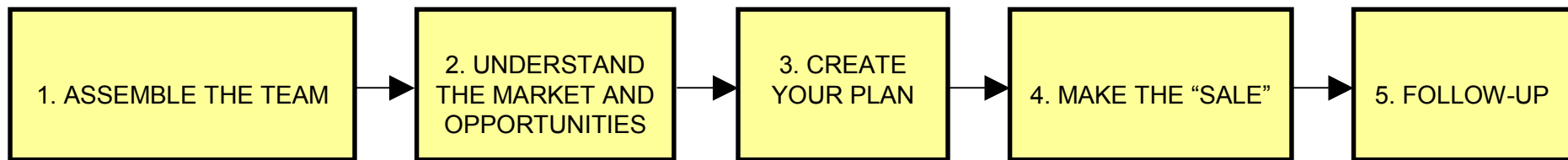
CVEF Support for Partners (Cont.)

- Linkage to OEMs
- Linkage to National Accounts
- Individualized workshops at local airports in special cases
- Educational tours for local fleet operators in special cases
- Information Tool Box

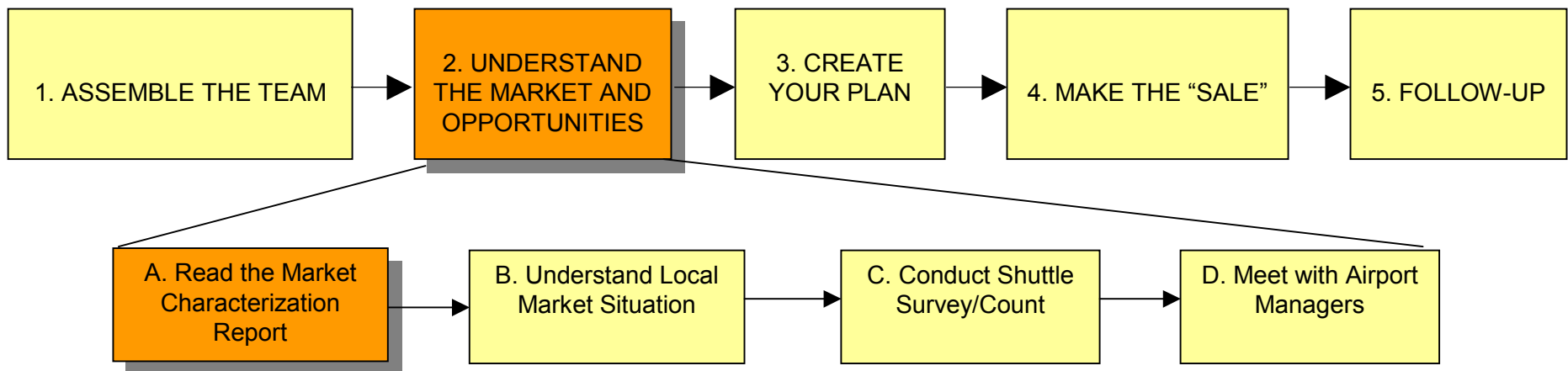
Survey of Four Airports

- BWI - 80 companies with shuttles
 - Only 6% had more than 100 trips/day
- Dulles - 90 companies with shuttles
 - Only 3 with more than 50 trips
- Reagan National - Taxis and public transportation dominate
 - Four primary shuttle companies
- Philadelphia - 40 companies with shuttles
 - Rental Car Shuttles dominate

General Strategy Sequence



Understand the Market



Investigate Local Infrastructure

Investigate local fueling infrastructure to determine:

- What fuels are available?
- How convenient is the station to the airport?
- Has it been reliable?
- For CNG, is there only one compressor or two, providing some level of back-up?
- Where is the next closest station?
- How many vehicles can be filled at the same time?
- How fast can vehicles be refueled?
- For CNG stations, what is filling pressure?
- What size vehicles can be accommodated?
- What are the hours of operation?
- How is purchase made (credit card, debit card, contract card, punch code, cash, other)?
- Is access to the pump proprietary or can anyone obtain fuel there?
- Can capacity be easily expanded?

Survey/Count at Airport

The “Watch and Learn Survey”

- Visit the airport for an initial look at terminal shuttle traffic.
- Learn peak times for passenger pick up and drop off and identify major shuttle operators.
- Identify ideal locations for surveyors to observe shuttle traffic. More than one surveyor usually needed.
- Decide whether to conduct a one-day or a partial-day survey.
- Prepare a survey form to use.
- Prepare instruction sheet for surveyors.
- Visit surveyors after several hours to identify problems with process.
- If a partial-day survey is used, extrapolate for full day estimate.
- Collate and analyze results.
- Prioritize target fleets.

Survey Form

Example Survey Field Tally Sheet

Location:

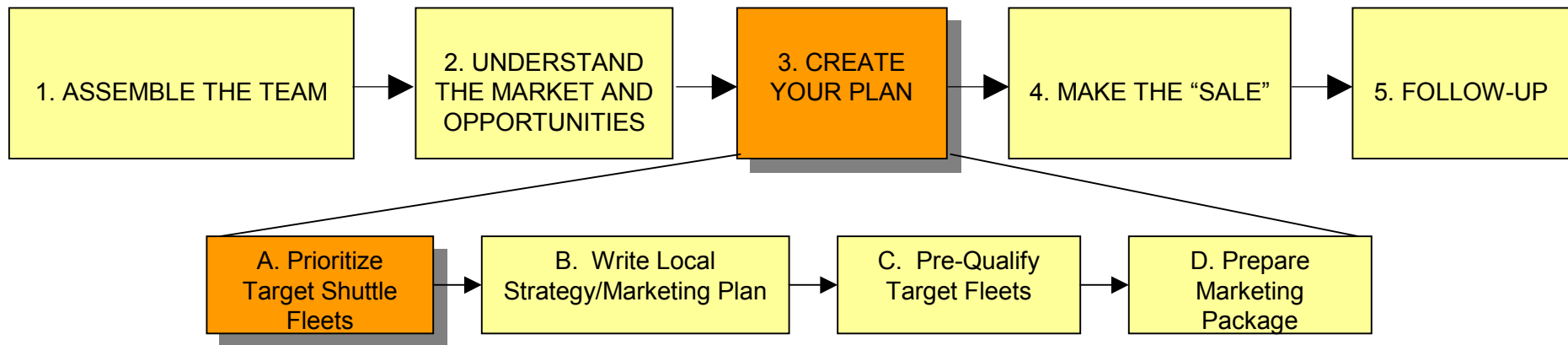
Surveyor:

Date:

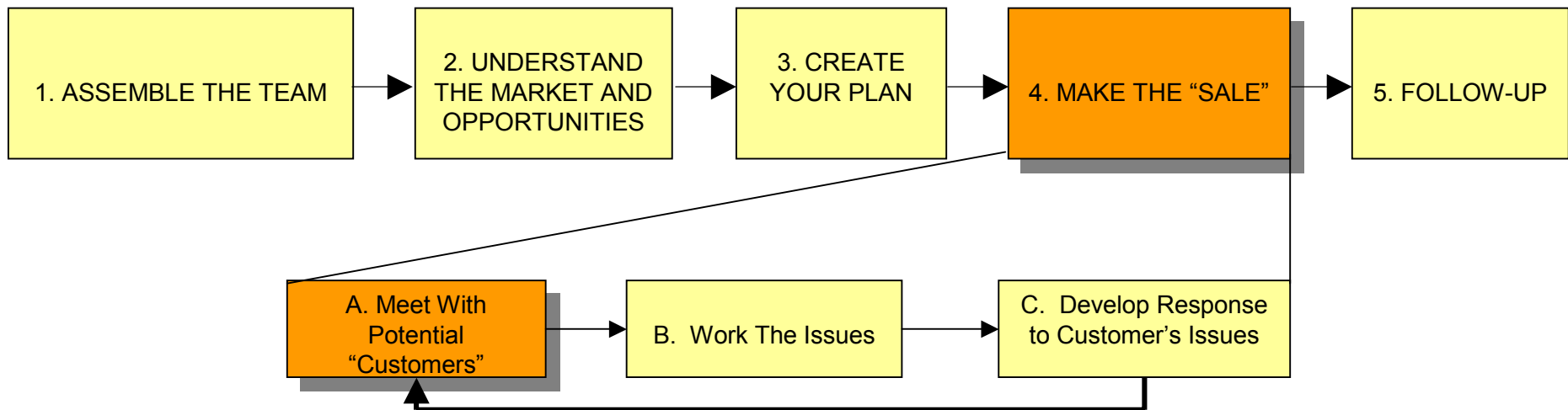
Time Begun:

Company Name		Vehicle ID	Vehicle Type (Check one)					Phone No.
			Van	Cutaway	Lg Bus	Sm Bus	Other	
1								
2								
3								
4								
5								
6								
7								
etc								

Create a Local Strategy/Plan



Make the “Sale”



Follow-Up

